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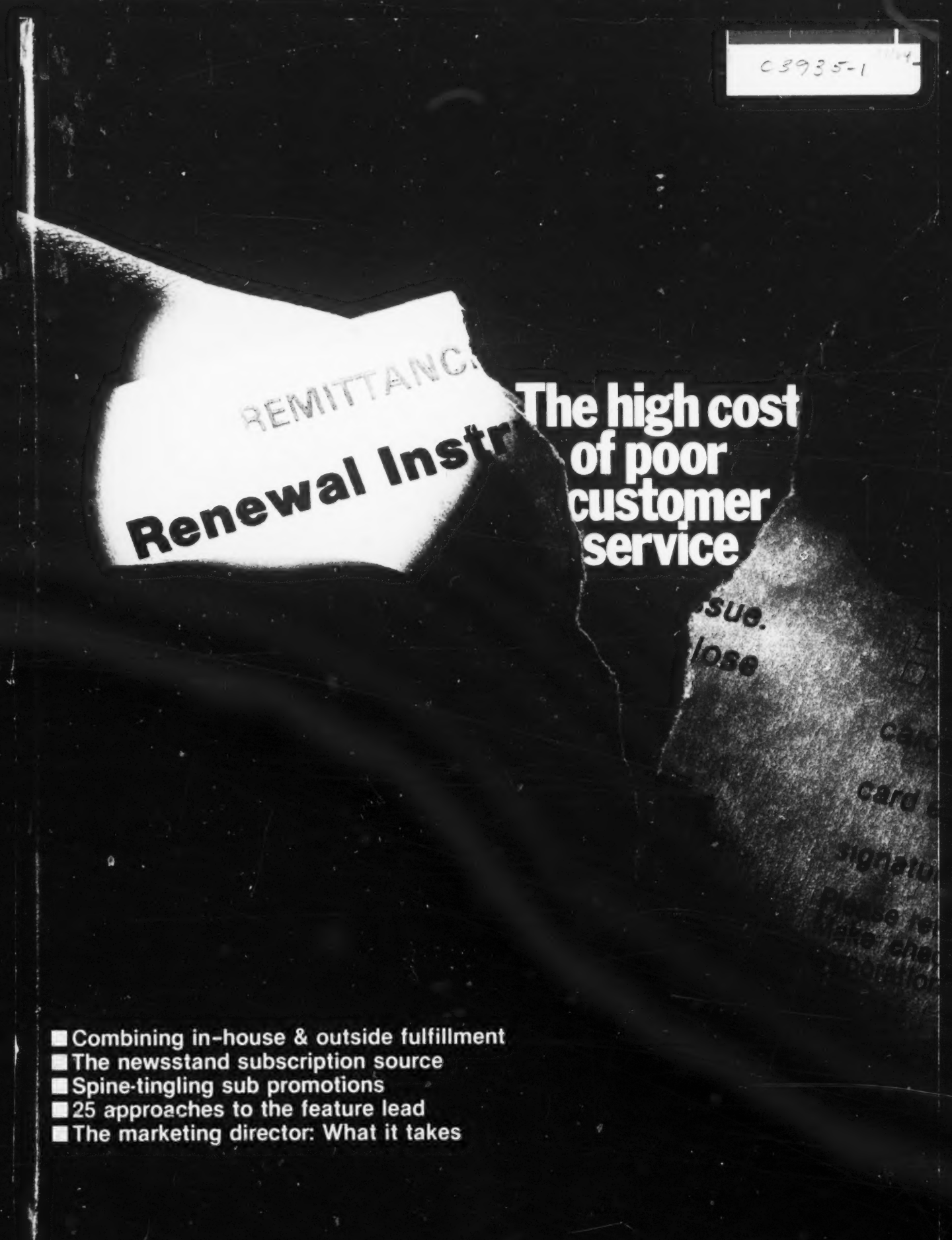

- Combining in-house & outside fulfillment
- The newsstand subscription source
- Spine-tingling sub promotions
- 25 approaches to the feature lead
- The marketing director: What it takes

FEBRUARY 1984 VOL.13 NO.2

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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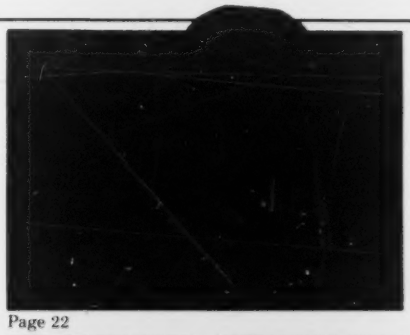

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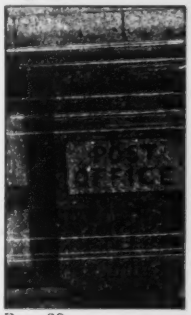

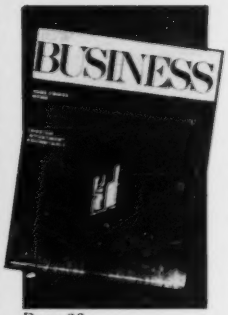

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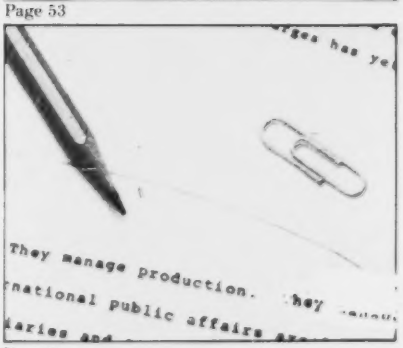

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By Reed Phillips

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The third way: Combining in-house and outside fulfillment

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Your fulfillment choices needn't be limited to wholly in-house or totally outside. There is a third way: a judicious combination of both. Page 64.

Editor's Handbook: 25 approaches to the lead

By Peter Jacobi

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Cover Design: Steve Phillips Design, Inc.

Advertising sales

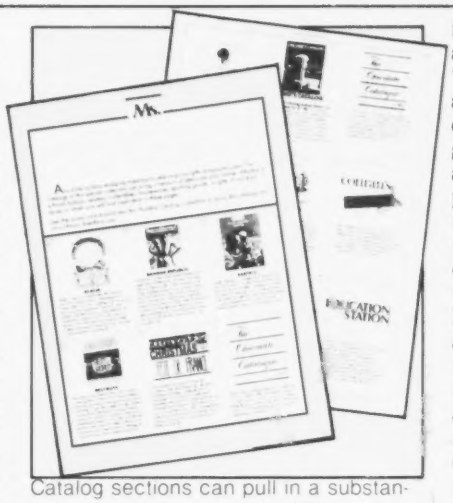
Magazines doing well with catalog inserts

New York City—The growing popularity of catalogs as a consumer trend and as advertising vehicles for manufacturers' products is being capitalized on by magazines. Two such magazines are *Ms.* and *New York*. After a few issues of running such inserts, they say the catalogs are definite successes.

"We did one catalog this past fall and it was an enormous success, despite the fact that we started selling it too late," says Ruth Bower, associate publisher of *Ms. Ms.* decided last summer to do a Christmas catalog section in the October issue, but realized late in June that the section would have to be done earlier than anticipated, in the September issue, in order to provide sufficient turnaround time for the catalogs to be ordered and for merchandise to be bought from them.

"We did a very simple mailing of about 700 pieces to the companies that produce catalogs, to see if they would be interested in running one-sixth page ads promoting their catalogs in our September issue," Bower says. "Even with the late start, which really allowed the companies only two weeks to get their ads in, we got 41 catalog ads, much more than we expected," she says. At $795 for each one-sixth ad, that comes to $32,595 in revenue, for very little expenditure of effort or money, since the mailing was very simple and cost little. A regular two-color one-time ad page costs $8,800, compared with the $4,770 generated by one page of catalog ads.

Production costs for putting the section together were also minimal, Bower continued. "We had typesetting facilities in-house as well as people to do the mechanicals. We supplied the printer with reproducible material and his cost to us to print the two-color, five-page insert was negligible." *Ms.*, in addition to performing all production on the ads for the advertisers, sent them the labels for the readers who requested their catalogs, and subsequently provided the advertisers with a computer list of their names and addresses. An outside fulfillment house provided this service "for a negligible cost," she said.



Catalog sections can pull in a substantial amount of revenue for little cost outlay by the magazine, as both *Ms.* and *New York* discovered.

Advertisers were highly pleased with the responses they received from the catalog insert, Bower said. "The response was quadruple what we thought it would be. We have quotes from many advertisers, which we'll use in our next promotion, saying that they had better response from the *Ms.* catalog insert than from any other comparably sized magazine," she says. Advertisers received a number of requests for catalogs, but also received many orders for merchandise. In addition, *Ms.* "attracted advertisers who had never been in the magazine before, and a number of them are converting to regular advertisers," she adds.

And, since the cost was so low to *Ms.*, a very good profit was generated, although Bower would not reveal exactly how much. On the basis of the success of the first catalog section, *Ms.* is running another one this month. That one will be receiving a bigger sales effort, based on a larger mailing to 2,000 catalog producers. Bower said she couldn't forecast how large that section would be, although she felt the catalog business was probably strongest in the pre-Christmas season.

New York has also had success running catalog inserts in two issues a year—spring and fall, according to Marvin Krauss, ad sales director. The issues are devoted to women's fashions and have been done for two years. "They've pulled very well," he says, and have been growing in the number of catalog advertisers included. In August 1982, the first issue with the catalog section, there were 49 participants; a year later the August issue attracted 68 participants, including 40 of the original 49, he said. *New York* also does production of the ads for the advertisers and provides them with labels for the prospects generated. The ads, which like those of *Ms.* are run in two colors, are about one-ninth of a page and cost $1,700, thus generating about $15,300 in revenue per page, he said. This compares with the regular display advertising rate of $13,450 for a two-color page, and a one-sixth black-and-white page rate of $2,090. *New York*'s spring catalog will run March 5. The fall catalogs are usually larger, however, Krauss noted.

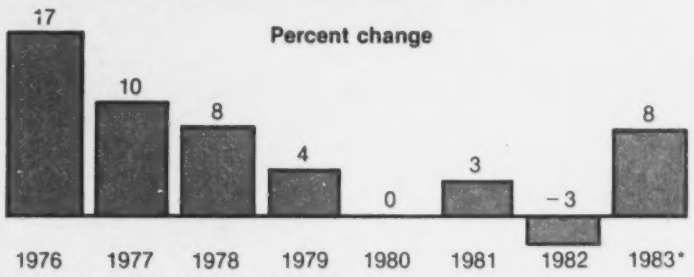
Ad pages to increase 8% to 10% in 1984, Coen predicts

New York City—Magazine ad pages and revenues should continue to grow healthily during 1984, profiting from an improving economy, predicts Robert Coen, senior vice president of McCann-Erickson USA. Trade magazines, which have suffered particularly during the latest economic slump, should demonstrate very strong growth in 1984, he said.

Ad pages, which grew by 8 percent in the first 10 months of 1983 compared with that period in 1982, should increase during 1984 by another 8 percent or 10 percent over the 1983 total, Coen predicts. Ad revenues for magazines, which rose by 13.5 percent in 1983 compared with 1982, should rise by another 14 percent in 1984, he stated. That prediction for a revenue increase is on the conservative side, he added.

Magazines will be benefiting in 1984 mainly from the improving economy, rather than from the increased spending going on because of the Olympics and the elections, Coen said. Those events benefit the broadcast media most, although there will be some

The trend in magazine ad page growth



*First 10 months of 1983 vs. first 10 months of 1982

National advertising revenue gains 1983 vs. 1982

	1982 (000,000)	1983 (000,000)	Change (percent)
Network TV	$ 6,210	$ 6,985	+ 12.5%
Spot TV	4,360	4,820	+ 10.5
Radio	1,178	1,320	+ 12.0
Magazines	**3,710**	**4,210**	**+ 13.5**
Newspapers	2,452	2,685	+ 9.5
Direct mail	10,319	11,765	+ 14.0
Other media	9,556	10,450	+ 9.4
Total	$37,785	$42,235	+ 11.8%

Ad sales revenue outlook for 1984

	Estimated revenue change 1984 vs. 1983	1984 forecast (000,000)
National magazines	+ 14.0%	$ 4,800
National newspapers	+ 14.0	3,035
National broadcast	+ 13.0	15,205
Other national (includes direct mail)	+ 14.0	24,890
Total national	+ 13.5	47,930
Total local (includes local newspapers)	+ 14.2	37,470
Total	+ 13.8%	$85,400

Source: Robert Coen, senior vice president, McCann-Erickson USA

spillover of spending into the print media because of them, he noted.

Business or trade publications especially should experience an upswing in pages and revenue during 1984, Coen continued, because recently they have had "atrocious" years. "The media as advertisers will be in better shape next year," and thus will be placing more advertising in trade papers, he noted; also, there should be healthy upswings for companies in the industrial field, thus producing more advertising availabilities for magazines serving those areas. Trade magazines could have one of their biggest increases ever in 1984, surpassing the increases for consumer magazines, he predicted.

Certain categories of advertising were particularly strong for magazines during 1983, Coen continued. Automotive was one of the top categories: Magazines enjoyed a 33 percent increase in media spending in this category during the first nine months of 1983 compared with the first nine months of 1982. Cigarettes (up 20 percent) and apparel (up 30 percent) were also strong categories for magazines in this period. In fact, gains were so strong in these categories during 1983 that Coen wonders whether the categories have "topped out" in their spending in magazines, and therefore will not register such large increases in 1984. However, there should be some gains in these categories' magazine advertising, he said.

Coen predicts a strong upturn in general promotional, institutional and corporate advertising and possible gains in advertising of household furnishings and appliances, as well.

Overall, magazines should experience some good gains in advertising in 1984, he said. Magazines that may especially stand to benefit are those that are "secondary" magazines in their fields, he suggested. As advertising budgets begin to expand with the prospering economy, those magazines that may not have been on advertisers' schedules during the tight times will get back on schedules, he said.

City magazines launch ad network program

New York City—Twenty-eight members of the City and Regional Magazine Association (CRMA) have started using a network plan designed to attract major national advertisers to the magazines.

The Network Discount Media Plan, under which advertisers may buy pages in five to 28 publications at savings of up to 30 percent, has already attracted three large clients: AT&T, General Motors, and the Hawaii Visitors Bureau. Many other advertisers have made inquiries, according to James Kuhn, publisher of *Boston* and the program's organizer.

Each of the magazines in the program has been assigned a discount rate based on circulation, with the higher circulation publications offering lower discounts.

Advertisers may choose any combination of magazines and they may customize the copy for each market. Orders can be placed through any of the magazines or their national sales representatives.

CRMA spent $30,000 to promote the plan.

Participating magazines are *Arkansas Times, Boston, California, Chicago, Cleveland, Columbus Monthly, Connecticut, Country, D Magazine* (Dallas/Fort Worth), *Denver, Honolulu, Houston City, Indianapolis Monthly, Louisiana Life, Memphis, Monthly Detroit, Nashville, Miami-South Florida, Mpls.-St. Paul, New Jersey Monthly, New Mexico, Oregon, Philadelphia, Phoenix, Pittsburgh, San Francisco Focus, St. Louis* and *Texas Monthly*.

(*For further information on this network, see* FOLIO: *July 1983, page 38.*)

Corporate advertising down in magazines during last two years

New York City—Advertisers used magazines slightly less often for corporate ads in 1982 and 1983 than in the previous two-year period, according to a survey by the Association of National Advertisers (ANA).

Of the 150 corporations that advertised and responded to the survey, 55 percent used general business magazines for corporate advertising, 39 percent consumer magazines and 31 percent trade magazines, the survey of 339 corporations shows. The figures in 1980 and 1981 were 60 percent, 39 percent and 31 percent respectively.

During both two-year periods,

going to be a point where we can't go any further."

Van Dam would not disclose how much Time pays for its premium items, but she said they cost "significantly" more than the 30 cents Rodale estimates it pays for each of its gifts.

But Patrick Corpora, circulation manager for Rodale's *Prevention*, said the perceived value of the reprints Rodale offers is high even though the cost is not. "You would have to go to lots of different sources to get the information we give," he says. "The easiest way for magazines to offer an inexpensive item with a high perceived value is through editorial-related items."

Corpora and his wife, Sandra, Rodale's creative director, said they believe editorial-related premiums have another advantage: They attract subscribers who are genuinely interested in the magazine.

"If you want our premium, you want our product," Sandra says. "We're getting someone who wants to read our magazine. It's not as if they're getting a free umbrella or something."

Although Rodale has not done studies to prove it, people who subscribe to magazines with editorial-related premiums renew at a higher rate than those who have subscribed to magazines with non-editorial-related premiums, the Corporas contended.

Patrick said analyses of Rodale subscription data have shown that premium subscription offers get about a 56 percent increase in response over non-premium offers on initial subscriptions, and a 25 percent increase on renewals.

Regardless of their different approaches, Time and Rodale have had considerable success with their premium subscription drives, according to *Capell's Circulation Report*. The two publishers account for more than half the premium subscriptions sold, the report said.

Time was first in the number of premium subscriptions sold during the first six months of 1983, with 1.25 million, while *Prevention* was second

23% of ordinary second class publications delivered on time

Publication delivery box score: Ordinary second class and controlled circulation publications July-September 1983

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	**12%**	**11%**	**32%**	**24%**	**13%**	**8%**
Boston (Area 021)	4	9	30	23	28	6
Boston (Area 022)	0	40	60	0	0	0
New York City	9	3	34	14	26	14
Buffalo	20	17	30	33	0	0
Pittsburgh	0	9	58	18	15	0
Philadelphia	4	5	22	29	27	13
Washington, D.C.	20	26	37	14	3	0
Atlanta	12	14	32	21	14	7
Miami	40	23	25	10	2	0
Memphis	11	11	50	11	17	0
Cincinnati	15	9	49	19	4	4
Detroit	10	11	30	32	14	3
Milwaukee	2	10	25	40	18	5
Minneapolis	26	24	35	12	3	0
Chicago	1	8	57	23	11	0
New Orleans	10	0	50	10	30	0
Dallas	26	24	24	18	8	0
Houston	36	4	31	19	4	6
Denver	12	4	40	31	13	0
Salt Lake City	7	6	31	31	19	6
Los Angeles	7	20	34	19	13	7
San Francisco	40	11	25	13	9	2
Seattle	22	14	46	14	2	2

*Including other U.S. cities and SCFs not listed
Source: Red Tag News Publications Association, Inc.

Service declined by a marked 9 percentage points overall for ordinary second class publications in the third quarter of 1983 compared with the second quarter. For all cities monitored, the combined percentage of publications that were delivered on time (service standard) or sooner (better than service standard) was 23 percent in last year's third quarter, as compared with 32 percent during the second quarter of last year.

Service also declined during 1983's third quarter as compared with service in the third quarter of 1982, when 34 percent of publications were delivered on time or sooner.

Service to nearly all major cities declined during the third quarter compared with the second quarter of the year, (based on combined percentage of on-time or sooner delivery) with only three exceptions: There were slight improvements in service in Detroit (21 percent versus 17 percent), Philadelphia (9 percent versus 8 percent) and no change in Milwaukee (12 percent). Major declines in service between the two quarters occurred in Cincinnati (24 percent versus 56 percent), New Orleans (10 percent versus 38 percent) and Pittsburgh (9 percent versus 33 percent).

Miami had the best combined on-time or sooner delivery service of all cities in the third quarter, 63 percent, which nonetheless was down 10 percent from the 73 percent recorded for Miami during the second quarter. Three cities tied for the worst on-time or better service, at 9 percent: Pittsburgh, Philadelphia and Chicago.

Corrections to The FOLIO:400/1983

The following errors appeared in the latest edition of The FOLIO:400. The editors apologize for any confusion or inconvenience caused by incorrectly reported figures and urge readers to familiarize themselves with the corrections noted below.

BUSINESS WEEK

Business Week's average circulation was understated. The correct figures are subscription circulation, 819,483; newsstand circulation, 31,281; total circulation, 850,764.

Because *Business Week* is so widely represented in The FOLIO:400, many tables are marginally affected by this change. Most significant, however, are those in the Business: general market analysis (Section 41, pp.234-240), where the revised data improves their performance rankings. These are as follows:

Table	Revised Data	Revised Rank
Average Circulation	850,764	1
Net Chg. Avg. Circ.	80,733	1
Net Chg. Subscriptns.	72,803	3
Subscription Growth (%)	9.7	6
Newsstand Rev. Growth (%)	47.5	3
Subscriptn. Rev. Growth (%)	8.2	8
Avg. Newsstand Circ.	31,281	2
Net Chg. Newsstand	7,930	2
Newsstand Growth (%)	34.0	3

COLONIAL HOMES

We regret to report that the number of total editorial pages for *Colonial Homes* was mistakenly understated, resulting in its omission from two tables in the Overview Section, pages 122 and 124.

In Table 11, "Top 50 Consumer Magazines by Average Total Pages per Copy," *Colonial Homes* should rank 35th with 183 pages.

Among "Top 50 Consumer Magazines by Editorial Pages," Table 13, *Colonial Homes* should be 17th, with 116 pages.

In addition, this error resulted in incorrect rankings for *Colonial Homes* in the Home Service Market Analyses, page 317. The magazine should rank 5th in "Average Total Pages/Copy" and rank first in "Average Editorial Pages per Copy."

GAMES

Games was mistakenly omitted from Table 21 of the Overview section (page 138), "Fastest growing consumer magazines by advertising revenue." It should rank 4th, with growth of 83.1 percent.

MODERN MACHINE SHOP

Modern Machine Shop was inadvertently omitted from the "Metals: manufacturing, production & industry news" market analysis, Section 107, pages 622 and 624.

Because it has a controlled circulation as do two other magazines in this market, it would rank alphabetically among them in the seven subscription/circulation revenue tables.

However, *Modern Machine Shop* should rank as follows in the remaining 15 tables:

Table	Data	Rank
Ad Pages	2,386	2
Ad Pages Growth (%)	10.0	1
Net Chg., Ad Pages	217	1
Avg. Ad Pages/copy	184	1
Ad Revenue ($000)	4,395	5
Ad Revenue Growth (%)	22.0	1
Net Chg. Ad Revenue ($000)	793	1
Avg. Ad Revenue/copy ($)	3.19	3
Average Circulation	106,024	2
Avg. Circ. Growth (%)	-0.1	4
Net Chg. Avg. Circ.	-93	4
Total Revenue ($000)	4,395	5
Total Rev. Growth (%)	22.0	1
Avg. Total Pgs./copy	304	1
Avg.Edit Pages/copy	120	1

NATIONAL GEOGRAPHIC

National Geographic's advertising revenue was incorrectly reported to be $23,297,000 on pages 90, 112, 116, and 304. The correct figure is $23,397,000.

National Geographic's rankings do not change.

NEW EQUIPMENT DIGEST

New Equipment Digest was omitted from the following tables in the Business Magazines Overview section, pages 536-547:

Table	Data	Ranking
Top 100 Business Mags. by Advertising Pages	2,286	38
Top 50 Business Magazines by Ad Revenue ($000)	8,665	32
Top 50 Business Magazines by Ad Pages/copy	191	2
Top 50 Business Magazines by Avg. Total Pages/copy	282	9

This publication's rank among the Top 100 Business Magazines by total revenue was misreported. It should have been 46th, with total revenues of $8,665,000.

In addition, *New Equipment Digest*'s figures in three New Industrial Products market analysis tables (page 626) were incorrectly reported. They should read as follows:

Table	Data	Ranking
Avg. Ad Pages/copy	191	1
Avg. Edit. Pages/copy	91	1
Avg. Total Pages/copy	282	1

NURSING '82

Nursing '82 was mistakenly omitted from five tables in the Business Magazines section, pages 525-549:

In Table 78, "Top 50 Business Magazines By Net Change In Ad Revenue," *Nursing '82* should correctly rank 27th, with a net change of $958.

Among the "Fastest Growing Business Magazines By Average Circulation," Table 82, *Nursing '82* should rank 8th in Division One, with growth of 3.8 percent.

In Table 83, "Fastest Growing Business Magazines By Subscription Circulation," *Nursing '82* should rank 8th again in Division One with 3.8 percent growth.

In Table 89, "Top 50 Business Magazines By Net Change In Average Circulation," *Nursing '82* should be 5th, with a net change of 19,827.

Among "Top 50 Business Magazines By Net Change In Subscription Circulation," Table 90, *Nursing 82* should be 4th, also with a net change of 19,827.

Last, while *Nursing '82* was correctly ranked in the Nursing Market analysis, Table 109, the reported subscription growth data was incorrect: It should be 3.8 percent, not 9.8 percent.

OUTDOOR LIFE

Outdoor Life's average newsstand circulation was incorrectly overstated at 491,403. The correct figure is 191,403, and affects the following tables:

"Top 100 consumer magazines by average newsstand copies sold per issue," page 150; *Outdoor Life*'s ranking changes from 25 to 73.

"Top 100 consumer magazines by total newsstand copies sold per year," page 110; data changes to 2,296,836, and ranking changes from 36 to 75.

"Fastest growing consumer magazines by average newsstand copies per issue," page 157; Division Three ranking changes from 9 to 10.

The correct newsstand circulation figure also applies to the market analysis on page 384. However, the rankings do not change.

ROLLING STONE

Rolling Stone's average newsstand circulation was incorrectly reported to be 251,302 on pages 150, 157, and 308. The correct figure is 261,302.

Additionally, total newsstand copies sold per year, page 160, should be 6,532,550. This error does not affect any of *Rolling Stone*'s rankings.

SCIENCE DIGEST

Science Digest's subscription revenue was incorrectly reported to be $4,084,000 on pages 94, 142 and 395. The correct figure is $4,004,000. *Science Digest*'s rankings do not change.

SOLDIER OF FORTUNE

Soldier of Fortune was incorrectly omitted from Table 21 of the Overview (page 138), "Fastest Growing Consumer Magazines By Advertising Revenue." It should be ranked 4th, with growth of 74.2 percent.

Index Omissions

The following magazines were erroneously omitted from the magazine index:

Practical Cardiology, Prairie Farmer, Prevention, Product Design & Development, Personal Computing, Petersen's Hunting, Petersen's Photographic, Petroleum Engineer International, Philadelphia, Physician in Sports Medicine, Physician's Management, Plant Engineering, Plastics Technology, Playbill, Playboy, Players, Playgirl, Popular Computing, Popular Hot Rodding, Popular Mechanics, Popular Photography, Popular Science, Postgraduate Medicine and *Power.*

WORKBENCH

With profound apologies, we regret to say that *Workbench*, a bimonthly magazine was again mistakenly omitted from the Home Service and Men's Service market analyses, despite its solid performance in 1982.

Following are the appropriate data and rankings for *Workbench* in these two important markets (pages 314-336, 368-371).

Table	Data	Ranking Home service	Ranking Men's service
		(out of 20)	(out of 6)
Ad pages	385	15	6
Ad pages growth (%)	2.3	8	3
Net change ad pages	9	9	3
Avg. ad pages/copy	64	12	5
Ad revenue ($000)	2,687	16	6
Ad revenue growth (%)	22.0	8	3
Net change ad revenue ($000)	485	12	5
Avg. ad revenue/copy ($)	0.58	13	5
Avg. circulation	774,955	9	5
Avg. circulation growth (%)	9.9	6	2
Net change avg. circulation	70,099	5	2
Avg. circulation revenue/copy ($)	0.62	20	6
Total revenue ($000)	5,563	17	6
Total revenue growth (%)	18.5	7	3
Avg. total pages/copy	123	12	5
Avg. edit. pages/copy	59	13	5
Avg. subscription circulation	735,121	7	5
Subscription growth (%)	10.4	5	2
Net change subscriptions	69,265	5	2
Avg. subscription price ($)	3.42	20	6
Subscription revenue ($000)	2,517	19	6
Subscription revenue growth (%)	11.6	9	4
Newsstand revenue ($000)	359	16	6
Newsstand revenue growth (%)	53.2	3	1
Avg. newsstand circulation	39,834	13	5
Newsstand growth (%)	2.1	6	2
Net change newsstand	834	6	2
Avg. newsstand price	1.50	18	5

Workbench

Modern Handcraft, Inc.
4251 Pennsylvania Avenue
Kansas City, MO 64111
(816) 531-5730
Published bimonthly

Publisher: John E. Tillotson II
Advertising Director: Bradford B. Reynolds
Other Key Contacts: John E. Tillotson III, Assistant Publisher

Editorial Description: Workbench magazine is concerned both with ideas and practical methods applied to how-to-do projects. Instructions, drawings and photographs are used to present projects for the beginning and advanced home craftsman.

Member: ABC, MPA
Rate Information:

Freq.	BW	4C
1X	5,895	8,275
6X	5,482	7,530
12X	5,247	6,951

Rate Base: 750,000 as of 9/82

Advertising Data:
- 27% of all advertising space is full page ads.
- 32% of all space is run in full color.

Top Five 1982 Advertising Categories:

	Ad Pgs.	Pct.
1. Home workshop eq.	136	35%
2. Home improvement	131	34%
All Others	118	31%
Total Ad Pages	385	100%

Top Five 1982 Editorial Categories:

	Edit. Pgs.	Pct.
1. Home maint./imp.	89	25%
2. Home furn. build.	74	21%
3. Misc. wdwrking proj.	49	14%
4. Energy subjects	28	8%
5. Home impr. prod. tests	15	4%
All others	96	27%
Total Edit Pages	351	99%

Primary SRDS Classification No.: 24

Average Ad/Edit Ratio: 51/49

Market Research Available: "The Do-It-Yourself Market—1982," by Home Arts Research (March 1982), sample of 800. "Brand Preference/Ownership of Do-It-Yourselfers," by Home Art Research (March 1982), sample of 500.

Syndicated Research:

Other Subscriber Research: 1982 Subscriber Survey, Home Arts Research. 800 subscriber sample. Workshop Data, D.I.Y., Woodworking, Tool Ownership, Automotive, Gardening, Brand Preference, Brand Ownership, Leisure Activities, Purchasing Habits.

Average number of readers per copy was measured at 3.50 primary by Home Arts Research. Study dated: 3/82

Subscriber Demographics:
- Conducted by: Home Arts Research
- Date: March 1982
- Sample Size: 800
- Cooperation/Return rate: 58.9%
- Data collection method: Mail

A. Age Breakdown:

18-24	1.3%
25-34	15.7%
35-44	17.7%
45-54	17.7%
55+	47.1%
Median Age	53.3

B. Male/Female Composition:

Male	95.6%
Female	4.4%

C. Household Income:

Under $10,000	8.2%
$10,000-14,999	12.9%
$15,000-19,999	12.9%
$20,000-24,999	15.2%
$25,000-34,999	25.6%
$35,000-49,000	24.9%
$50,000+	N/A%
Median Income	25,208

D. Occupation:

Mgr./Admin.	20.2%
Prof./Tech.	18.9%
Cler./Sales	7.4%
Other Emp.	21.1%
Not Emp.	30.8%

E. Educational Level:

Not H.S. Grad.	12.5%
H.S. Grad.	31.9%
1-3 Yrs. College	22.6%
College Grad.	16.6%
Post Grad.	16.4%

F. Purchasing and Ownership Indicators:
- 92% have workshop.
- 62.5% own table saw.
- 93.6% work on own autos.
- 96.2% own an average of 1.4 autos.
- 55.8% prefer a new American auto.
- 78.6% went fishing in last year.
- 89.1% care for home gardens.
- 67.2% own chain saws.
- 75.1% own non-riding power mowers.
- 78.7% own smoke detectors.